SEO Guide

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# **Top Performance Marketing Metrics** Every Marketer Should Track

Because what gets
**measured gets optimized.**

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# Performance Marketing Metrics - Why They Matter

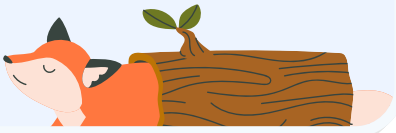
Performance marketing metrics are the backbone of decision-making for businesses that go digital.
Unlike traditional marketing approaches that may rely on speculation, performance-based marketing offers measurable insights into what is effective and what is not.
With so many data points available across various platforms, it's easy to become confused without knowing which metrics really help grow a business.

Marketers face the following problems being exposed to too many metrics:

**All metrics dont bear the same weight:** Superficial metrics such as impressions and likes may look appealing statistically but do not necessarily convert into actual results.

**Metrics need interlinking:** A high click-through rate means nothing if conversions are low or if the cost per acquisition is greater than customer lifetime value.

**Incomplete data leads to poor decisions:** When metrics are not correctly attributed or linked across the customer journey, marketers make budget allocation decisions based on incomplete information.



To create an effective performance marketing strategy, you need to know which metrics to track, how they connect with each other, and how to use them to get the best result from your investment in marketing.

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# **Important Performance** Marketing Metrics to Monitor

Using the right metrics is key in optimizing your marketing performance and making sure that every dollar spent results in something that either has a tangible impact or an intangible one. Here are the most important metrics that every marketer needs to keep an eye on:

### Return on Ad Spend (ROAS)

ROAS is defined as the revenue generated for every dollar spent on advertising. It can be calculated by dividing total revenue by total ad spend. For example, if you have a ROAS of 4:1, it means that you earn $4 for every $1 spent.

### Customer Acquisition Cost (CAC)

CAC is defined as the total cost of acquiring a new customer, which includes all expenses. Unlike CPA, which only provides insight into specific channels or campaigns, CAC offers a more comprehensive view of customer acquisition efficiency across all channels and touchpoints.

### Cost Per Acquisition (CPA)

CPA measures the cost to acquire one conversion, whether that is a lead, sign-up or purchase. This metric allows you to see how efficiently you are acquiring, and is important for budget target setting and bid strategy optimization.

### Conversion Rate (CR)

Conversion rate tells what percentage of visitors completed a desired action. A high conversion rate means campaigns are aligned with audience intent; hence, it's one of the most effective metrics impacting ROAS.

### Customer Lifetime Value (CLV)

CLV gives an estimate of total revenue that will be generated from a customer over their entire relationship with your business. It helps understand how much can be spent on acquisition while still staying profitable.

### Click-Through Rate (CTR)

CTR shows how frequently people click on your ads. It’s not directly related to revenue but gives an idea about ad relevance and engagement level; if it’s low might need optimization.

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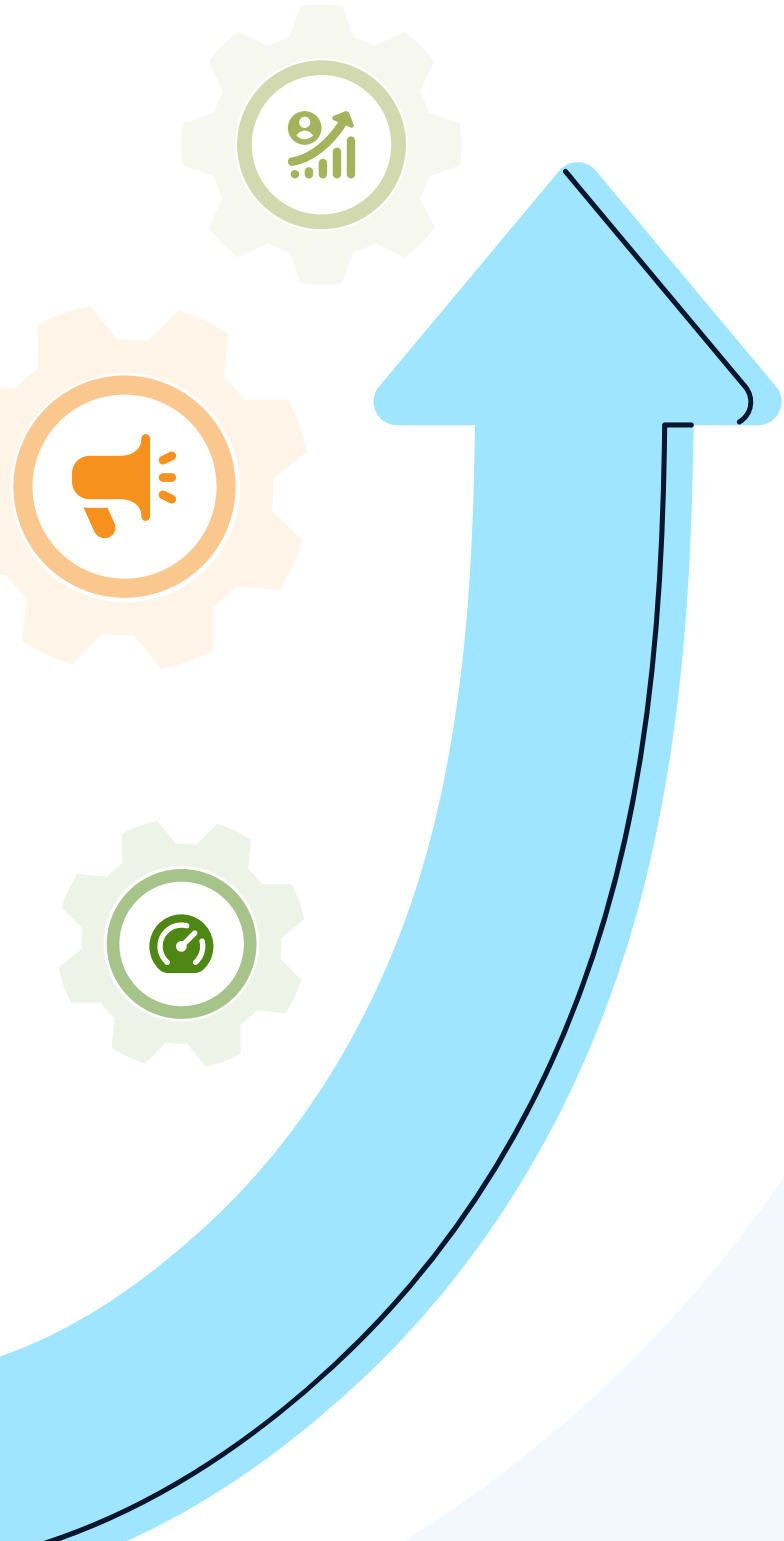
# Common Mistakes with **Performance Marketing Metrics**

Even the best marketers can sometimes make mistakes when dealing with performance metrics. These mistakes are:

- **Overemphasizing Vanity Metrics:** Pay attention to those metrics that have a direct relationship with business growth and revenue rather than relying on impressions and reach.
- **Using One Attribution Model:** Use multi-touch attribution in order to get the complete view of a customer's journey, instead of using a model like last click attribution that may undervalue upper funnel marketing activities.
- **Not Considering Lag Time:** Some marketing activities, especially brand awareness campaigns, take time to show results. Avoid rushing into decisions based on just short-term data.
- **Tracking Too Many Metrics:** Too many metrics lead to paralysis by analysis; keep your focus on the important ones, aligning with your business goals.
- **High CLV Consideration:** A high CPA may be acceptable if customers also have high CLV. Judge acquisition costs in relation to long-term customer value.



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# How Trackier Assists You **in Tracking Performance Marketing Metrics**

Trackier is a partner marketing platform that helps businesses track essential performance marketing metrics. It brings together data, provides accurate attribution and useful insights, so that brands can assess their campaign performance better.

## Essential Features That Trackier Offers:

**Unified Dashboard**: Keeps your performance marketing metrics accessible in one place with real-time updates.

**Multi-Touch Attribution**: Provides multiple models that ccurately credit each touchpoint in the customer journey to move past single-touch attribution.

**Custom Reporting**: Allows you to create customized reports focusing on the metrics that are crucial for your business, with automated scheduling and sharing capabilities.

**Real-Time Analytics**: To track campaign performance live so you can optimize quickly and take advantage of strategies that are working.

**Cross-Channel Tracking**: Brands can view performance from all of their marketing channels, i.e., paid search, social media or emails.

**Automated Alerts**: Gives custom alerts when key metrics move past your targets so you never miss a critical change in performance.

**Fraud Detection**: Protects your marketing budget with advanced fraud detection that ensures your metrics reflect genuine customer engagement.

**Let Trackier show you how top brands track what truly matters.**

**Book your demo today! →**